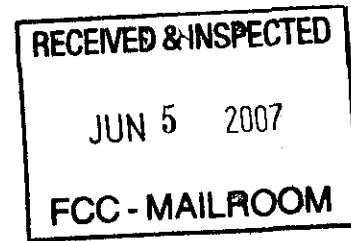




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*Providing all residents of New Jersey  
with a single, easy to use system for  
information and assistance.*



May 31, 2007

Commission's Secretary  
Office of the Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.E.  
Washington, D.C. 20554

Subject: Designation of 2-1-1 and 5-1-1 as abbreviated dialing codes  
CC Docket NO. 92-105

The NJ 2-1-1 Partnership, a subsidiary of the United Ways of New Jersey hereby submits its Reply Comments to Public Notice DA 07-2017, released May 7, 2007. The Public Notice requested comments on the status of implementation of the 211 and 511 Dialing Codes. Further, the Public Notice requested comments on actions the Commission should take if these Dialing Codes are not widely used. The NJ 2-1-1 Partnership is limiting its comments to the status of the 2-1-1 service in New Jersey.

On October 3, 2002, the United Ways of New Jersey doing business as the NJ 2-1-1 Partnership received the approval of the Board of Public Utilities to implement and oversee 2-1-1 in our state.

The system was first piloted in Hunterdon County 2002. The pilot was expanded to include Morris, Passaic and Camden in 2003. On February 11, 2005, 2-1-1 was launched statewide via cell phone and landline. In February 2006, [www.nj211.org](http://www.nj211.org) went live online. Features include a searchable data base and Instant Messaging (chat) with a 2-1-1 Call Specialist. Today, nine officially designated 2-1-1 Call Centers are located throughout the state tied together by a Virtual Private Network, established through the Internet utilizing broadband connections and a statewide host server that supports a state-of-the-art data base.

The New Jersey Department of Human Services which provides one of our lead sources of funding, matching initial investments made by the United Ways, acts as the "10<sup>th</sup> Call Center" having, synchronized their department programs and services (e-service directory and NJ HELPS web site) with the 2-1-1 statewide data base to make state government programs and services easier to access.

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Since its launch, the statewide system has responded to over 350,000 calls for assistance and handled 2 million hits to its website. The most frequent searches are for housing and financial assistance.

Our state-of-the-art data base includes 25,000 records, making it the most comprehensive and up-to-date resource currently available.

2-1-1 is increasingly utilized by State government. The Office of Homeland Security and Preparedness is working with 2-1-1 to promote public awareness and strengthen emergency response in times of crisis. Preparedness and weather emergency information is available 24/7 at the nj211.org web site or by calling 2-1-1 with real time updates during emergency conditions.

The Departments of Human Services, Health and Senior Services, Children and Families, and the Office of Information Technology are also key stakeholders. And, throughout New Jersey, 2-1-1 has worked closely with community and business partners including the Mental Health Association of Northern New Jersey, the Susan G. Komen Central and Southern New Jersey Affiliate, the Bergen County Safe Schools/Healthy Students Collaborative, Verizon, PSE&G, Orange and Rockland, and Elizabethtown Electric and Gas, devoting significant time and resources to implementing and operating the 2-1-1 service to ease access for people in need of information about health and human services, government assistance and local community resources.

The result is that 2-1-1 is transforming the way New Jersey's 8.4 million residents get the information and assistance they need – whether it is an everyday concern or community-wide crisis:

- In an “all hazards” environment, 2-1-1 serves as the point of contact for disaster relief and recovery as it did for the 8,804 victims of the April floods, and dozens of terrified residents during the May 2007 Wild Fires.
- As part of a public/private partnership with PSE&G and the IRS, 2-1-1 has returned \$6 million in tax credits to low-income individuals and families.
- 14,943 calls for assistance with affordable housing were handled between April and December 2006, following the launch of a collaboration between 2-1-1 and the Department of Community Affairs, Housing and Mortgage Finance Agency. There were 35,000 searches on the website during that same period.
- Together with the Komen Foundation, 2-1-1 is saving lives through early breast cancer screening for high risk African American women.

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We respectfully request that the Commission find the public is well-served by the use of 2-1-1, that the Commission continue to support the 2-1-1 Dialing Code for this purpose, and that the Commission use it's authority to facilitate more widespread use of the service.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Toronto", with a long horizontal line extending to the right.

Thomas M. Toronto, Chairman  
NJ 2-1-1 Partnership